

# T O R R A N C E

## **FOR IMMEDIATE RELEASE**

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### **City of Torrance Invites All Torrance Businesses to Apply for the Fourth Annual Torrance Advantage Awards**

**Torrance, Calif., January 3, 2011** – The City of Torrance Office of Economic Development invites all Torrance businesses to apply for the fourth annual Torrance Advantage Awards (TAA) recognizing businesses for their accomplishments in the year 2010. Applications are now available at [www.TorranceCA.Gov/TAA.htm](http://www.TorranceCA.Gov/TAA.htm) and due by **5:00 p.m. on February 28, 2011.**

In addition to the crystal TAA trophy, winners will receive \$200 to help toward their operational expenses, a Letter of Appreciation from Mayor Frank Scotto, Certificates of Recognition from regional elected officials and will be featured in City's promotional efforts items such as the website and other business-related tools. Winners will be announced at the Torrance Advantage Awards Ceremony to be held on March 24, 2011 from 5:00 p.m. – 7:00 p.m. at the new location of the Toyota USA Automobile Museum.

According to Mayor Scotto, "I encourage all Torrance businesses to apply for the TAA. It's our way to show gratitude for their contributions in keeping our local economy strong and able to face our current national and regional economic challenges. Please let the City say 'thank you!'"

The Awards will showcase innovative economic development strategies, best practices, and outstanding results. Awards will be given in four categories:

- **People to People Award** will honor an organization's excellence in enhancing employment opportunities in Torrance. Additionally, it will honor an organization's commitment to its current employees and investments in their talented and skilled workforce.
- **Enriching the Community Award** will recognize businesses for their excellence in contributing to the prosperity of Torrance through increase in revenue and tax base.

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- more -

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- **Quality of Life Community Investor Award** will honor businesses whose products, systems, methods and services contribute significantly to the improvement of the quality of life of the Torrance community. Moreover, the Award will recognize businesses that take the extra step and serve the community. Businesses who contribute to the greening of the community may also be recognized separately for their efforts in this area.
- **Long-Term Investor** will honor businesses who have demonstrated excellence throughout the years with sustained success. The City will honor businesses who exhibit long-term success and commitment to investing in the economic development of the community through partnerships, innovative strategies and continuous effort toward progress.

For more information about this event you can call the Office of Economic Development at (310) 618-5807 or visit [www.TorranceCA.Gov/TAA.htm](http://www.TorranceCA.Gov/TAA.htm).

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